



# THE NATIONAL FLUID POWER ASSOCIATION

MIDTERM REPORT  
2024-25





**Keith T. Simons**  
**President -**  
**OEM Controls**  
**2024-25 Chair of NFPA Board of**  
**Directors**

## **NFPA Broadening Its Effective Forum for Networking, Promotion, and Growth!**

We're halfway through NFPA's 2024-25 membership year and we've seen high performance and success in each of our four areas of strategic focus. These are the action points that are delivering valuable connections and opportunities for our members, and helping to strengthen the overall fluid power industry.

Through our **Effective Forum** initiative, we are bringing our members together in ways that allow them to find new business opportunities and advance their collective interests. This year has seen the launch of our new Controls, IoT, and Data (CID) membership category – a place for the members who provide electronic controls, sensor technology, and/or data management services to have greater influence within our association, and to help us all better adapt to the changing fluid power technology landscape. As a CID member itself, OEM Controls is excited by the opportunities the new membership category represents, and is helping to grow this membership category and better incorporate our unique knowledge sets into NFPA activities. A CID Council launched this year to help with this process and this key expansion to our already very effective forum.

Through our **Business Intelligence and Statistics** initiative, we are providing our members with the market data and intelligence to help improve their business decision making. NFPA continues to offer its one-of-a-kind market information portfolio of reports and surveys that help you define and understand the size of the

fluid power market and your role in it – and we've continued to broaden our general business intelligence gathering and sharing activities. Engagement with our CID members and with a growing cohort of participating OEM engineers has been key in these efforts, as we track and report more formally on the pace of new technology adoption in our industry and in the many markets we serve.

Through our **Promote Fluid Power** initiative, we are providing our members with opportunities and resources to promote themselves and their technology. This year saw the results of NFPA's new partnership with iVT EXPO – where NFPA members promoted their products and services, and provided targeted education to a new audience of OEM engineers across many mobile end markets. These kind of outreach activities continue to expand -- including into the industrial side of our industry. We thank the many members of our Technology Task Forces, which are helping to identify and develop the educational resources most needed by our OEM customers. Also growing in impact is our Fluid Power Forum podcast, an increasingly key tool in spreading the word about advances in our industry. The best thing we can do is share these episodes in our network to help reinforce fluid power as a modern and thriving technology.

And through our **Educated Workforce** initiative, we are increasing the number of fluid power-educated students and connecting them to careers in the industry. We do this primarily through our Fast Track to Fluid Power and University Power Partner programs, which have grown to 5 Fast Track Hubs and 9 Power Partner Universities this year. Through the on-going support of members through our Pascal Giving Society, we are making the plans and investments necessary to scale these key programs to more locations over the next several years. Another important item of note is the continued growth and expansion of our Fluid Power Vehicle Challenge program. This unique design/build challenge, which directly connects undergraduate engineers working with fluid power to careers in our industry, will be expanded to three event sites later this year, allowing us to accommodate more student teams than ever before. A special thanks goes out to all the NFPA member companies that support and make this program possible.

This midterm report showcases these and other successes over the past year, as well as highlights some of the new programs we're building for the future. I hope you'll take a few moments to review our work and increase your engagement with our key programs and activities. The NFPA Staff is here to help you get involved and utilize the tools. Thank you for your NFPA membership!

**Keith Simons, President/CEO, OEM Controls**  
**2024-25 NFPA Board Chair**



# Build Meaningful Connections

*NFPA offers a dynamic platform for its members and OEMs to connect and collaborate in pursuit of shared goals.*

## Expanding Opportunities for Member Engagement

NFPA's success depends on the active involvement of our stakeholders from across the supply chain— both in developing new programs and participating in those that provide the greatest benefits to their organizations.

NFPA is committed to serving our member companies through a menu of services that fits a wide-range of needs and interests, yet also offers individual engagement opportunities.

In 2024, NFPA brought members together in-person at our Industry and Economic Outlook Conference, and the upcoming Annual Conference taking place in February. Over the past few months, we've also provided opportunities for our members to connect virtually at our Quarterly Technology Conferences and Economic Update Webinar.



## NFPA Launches New Membership Category for Controls, IoT, and Data Companies

A new membership category has been launched to better represent NFPA member companies whose technology is rapidly evolving to increasingly rely on electronic control systems and integrations with sensors, data capture and analytic functions.

## Bringing More Members into the Fold

It's never been easier to get more of your employees connected to NFPA benefits. Any employee at an NFPA company is eligible to get access to NFPA's Market Information and attend NFPA events.

In addition to getting more people at existing member companies involved, we have seen growth in membership numbers overall. In addition to several trial members that are trying select benefits before moving on to full membership, the following companies have signed up for membership over the past several months:

- Anker Holth
- Clean Air Power
- EPCO Zero Leak
- Firestone Airide
- Midland
- NOSHOK
- Servotronics
- World Wide Metrics
- Tokyo Keiki
- HBC-Radiomatic
- JR Merritt
- ALA Industries
- SFP
- FluiTek
- Kelco
- NR Pneumatics
- Reliance Metals
- Saporito

Know of a company that would benefit from NFPA membership? Refer them for membership and get a free conference registration when they join. Contact *Denise Husenica* at [dhusenica@nfpa.com](mailto:dhusenica@nfpa.com) for more information.





*NFPA offers chances for members to exchange and enhance their expertise with fellow professionals who share similar interests.*

## Enhancing Leadership Skills Across Member Companies

A third cohort is now engaging in the NFPA Executive Leadership Program, with their first in-person session held in conjunction with the August 2024 NFPA Industry and Economic Outlook Conference. The first session's focus was on Executive Foundations, with each participant taken through a detailed leadership competency assessment, paired with a learning partner, and set on a personalized development course that will carry them through the remaining three sessions:

- Feb 2025 - Cultivating Culture, Values, and Virtues
- Apr 2025 - Presentations with Presence
- Jun 2025 - Leading Under Pressure

The Kellogg School of Management at Northwestern University delivers session content, which focuses on the hard and soft skills needed to create success for participants' organizations and the fluid power industry.

Plans are already underway for a fourth cohort – scheduled to begin in August 2025. Now is the time to reserve a spot for your up-and-coming professional in this unique and impactful program. Contact Eric Lanke at [elanke@nfpa.com](mailto:elanke@nfpa.com) for more information.

**NFPA's Leadership Network** is a community of established and advancing leaders working together to create the future of the fluid power industry. Members of the NFPA Leadership Network connect with like-minded individuals across the fluid power industry who seek both professional growth and opportunities to shape the future of our industry.

The Network hosts events, thought-provoking seminars, and strategy sessions to help members develop their own leadership skills, their personal network, and their impact on the fluid power industry. Contact *Denise Husenica* at [dhusenica@nfpa.com](mailto:dhusenica@nfpa.com) for more information.



## Continuing to Move Fluid Power Standards Forward

**ISO/TC 131 standards development** subcommittees and working groups met in-person, October 7–11, 2024 in London, U.K.

Over 70 fluid power engineers from France, Germany, Sweden, Türkiye, United Kingdom, Japan, China, and the United States came together in meetings focused on product testing, hydraulic installations and systems, cylinders, sealing devices, hydraulic control products and contamination control.

TC 131 is responsible for 238 published standards, with 30 currently under development including brand-new energy efficiency standards in pneumatic systems! Work continues to ballot, publish, reaffirm, update/revise, or withdraw fluid power standards.

If you would like to join one of the working groups here in the U.S., attend a meeting, and/or learn more about the development of fluid power ISO standards, contact *Allison Forsythe* at [aforsythe@nfpa.com](mailto:aforsythe@nfpa.com).



NFPA equips members with valuable industry data and actionable business insights.

# Navigating the Fluid Power Marketplace

## Stay Informed with the Latest Market Insights

Our Weekly Stats articles in the NFPA eNewsletter bring you high-priority reports and updated market data right at your fingertips. Recent features include:

- Key takeaways from the Oxford Economics NFPA Quarterly Forecast
- Highlights of ITR Economics Market Quarterly Forecast
- The latest market drivers and trends in Econ and Market Indicators report.

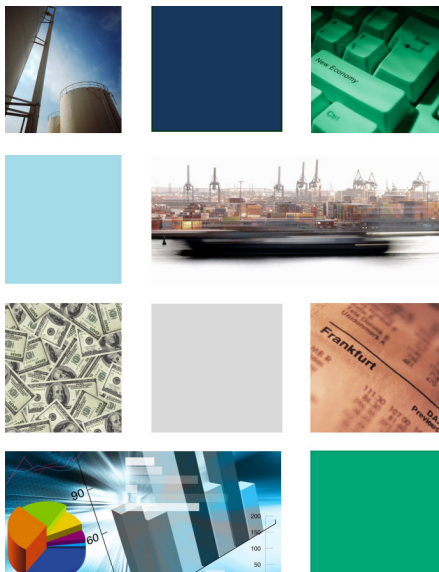
Additionally, for quick access to the latest updates, we provide direct links to all newly revised reports directly on the eNews page—ensuring you're notified immediately. For more information, email Cecilia Bart at [cbart@nfpa.com](mailto:cbart@nfpa.com)

## Enhancing Insights with Interactive Dashboards

The **Stats Dashboard** highlights data from NFPA's wide variety of market reports. This interactive tool includes high level CSS trends, producer price indexes for customer markets, import/export data, and much more! Source reports are linked throughout the dashboard to easily access more information on any graph/table. The Stats Dashboard is updated on a monthly basis and is a great place to start when exploring NFPA's market information.

Dashboard highlights include:

- High Level CCS Trends
- Regional Demand Summary
- Customer Market Trends
- Fluid Power Imports & Exports
- Forecasts




2024  
Company Market  
Outlook

Fourth Quarter



### NFPA: Forecast of End-Use Markets



October 2024

### CONFIDENTIAL SHIPMENT STATISTICS

## NFPA Stats Toolkit

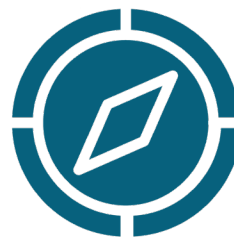
[Visit Toolkit](#) [Request Login](#)

# Market Reports & Data Programs

**Participation-based programs:** Participation in these programs is needed to receive these reports.



**The Confidential Shipments Statistics (CSS) Program** presents data on monthly orders and shipments and helps users understand trends and anticipate change in the industry. Data is collected from participating manufacturers, compiled by a third party to maintain confidentiality, and results are then only sent to CSS participants.



**The State of the Fluid Power Industry Survey** is a quick and easy electronic survey designed to identify monthly industry expectations based on the opinions of participants using multiple choice questions concerning the current and future state of the industry. There is a version for manufacturers and another for distributors. Participants receive results from both surveys.

**Non-participation-based programs:** Reports are available to all NFPA members.



**Econ & Market Indicators Customer Market File** is a monthly report containing data and trend graphs for a variety of key U.S. customer markets,

popular economic indicators, producer pricing, and more. The data can be used for your company's internal analysis needs and is easily transferred into analytical tools such as NFPA's Stats Toolkit.



**Global Market Reports and Forecasts** are a collection of reports covering our global marketplace, from high-level macro data

and leading indicators to very detailed analysis and forecasts of popular customer markets, including specific by-country analyses and forecasts. The report is done by Oxford Economics.



**NFPA Forecast: U.S. Customer Markets** is a quarterly report by ITR Economics and includes an outlook, trend graph, and commentary on the current year and two

years ahead for fluid power, hydraulics, pneumatics, and 29 customer markets, plus articles and insights into other economic events, topics, overviews, indicators, and questions.



NFPA's **Business Intelligence** is an effort to bring valuable information to decision-makers on emerging issues for which formal data programs don't

currently exist. Information is drawn largely from surveys of members, but may also include other sources such as relevant weblinks or related 3rd party white papers and survey reports.



**International Trade Data** is collected by the U.S. Census Bureau, Foreign Trade Division and is summarized with a particular focus on fluid power products.

This report includes by-country and by-product analysis with interactive tables and charts.



**The U.S. Fluid Power Regional Demand Estimates Report** profiles the geographic distribution of fluid power products to end-use industries by state, including fluid

power sales dollars, sales percentage, and number of establishments.



# Technology Insights & Promotion

*NFPA provides opportunities and resources for its members to promote the unique strengths and inherent advantages offered by modern fluid power technology.*

## Making Fluid Power More Visible at Trade Shows

Part of NFPA's mission is to provide opportunities and resources for its members to showcase the unique strengths and advantages of modern fluid power technology. In 2024, fluid power education programs were successfully featured at the iVT EXPO in Chicago, Illinois, where more than 45 NFPA member companies shared their expertise. Exhibit registration is now open for the next iVT Show, scheduled for August 2025.

Looking ahead, NFPA is also collaborating on a program for the Automate Show, taking place May 12–15, 2025, in Detroit, MI. This initiative will highlight fluid power solutions in automation and robotics, offering members additional visibility in a key market.

NFPA continues to explore new trade show partnerships to broaden its promotional efforts and connect with even more industry stakeholders, further enhancing visibility and opportunities for NFPA members. Contact Eric Lanke at [elanke@nfpa.com](mailto:elanke@nfpa.com) for more information.

## Shaping the Advancement of Fluid Power Technology

Now more than 36,000 downloads strong, **Fluid Power Forum** is a fluid power industry-focused podcast that highlights the people, technologies, and unique applications that are moving the industry forward. New episodes are released every other Monday and are available on all of your favorite podcast platforms. *Leave us a review to let us know how we're doing, and reach out to Elexus Comyne at [ecomyne@nfpa.com](mailto:ecomyne@nfpa.com) if you'd like to be on the podcast.*

>> Visit [fluidpowerforward.libsyn.com](https://fluidpowerforward.libsyn.com) to listen to our recent episodes.

The NFPA released the updated **Technology Roadmap for Fluid Power** in August 2023. This publication outlines the evolving needs of companies in fluid power's many customer markets, the degree to which fluid power is capable of meeting those needs, and the R&D objectives that will help fluid power meet or better meet those needs in the future.

Additionally, eight Capability Improvements highlight areas for enhancing fluid power systems, such as data utilization, ease of use, energy efficiency, and safety. The Roadmap encourages alignment with specific research areas and targets for industry advancements. *Copies of the NFPA Roadmap can be downloaded on our website.*

The NFPA Technology Roadmap identified a number of machine-level technology trends that are actively shaping the future of the fluid power industry. To better understand these trends, and to engage stakeholders across the supply chain in the development of the resources and connections that will be needed to keep fluid power positioned at an actuation technology of choice on all these platforms, NFPA launched two **Technology Task Forces** – one focused on mobile applications, and the second focused on industrial applications.

These task forces held their first meetings in September 2023 – both held virtually and both focused on identifying the critical value points for fluid power, i.e., ideas, content areas, or challenges that represent spaces likely to draw stakeholders from across the value chain together for mutual learning and benefit.

Now, we are actively looking for more OEM engineers from key fluid power customer companies to join these task forces and help develop the value points into programs of interest to the fluid power industry and its customers. NFPA members are encouraged to extend an invitation to their customers to join these task forces, with all referrals directed to *Eric Lanke* at [elanke@nfpa.com](mailto:elanke@nfpa.com) for more information and/or confirmation.



**FLUID POWER FORUM**  
HOSTED BY ERIC LANKE

Find Fluid Power Forum on your favorite podcast app to hear interesting & innovative applications of hydraulics and pneumatics!

## NFPA Develops the Next Generation of Fluid Power Professionals by Connecting Students to Careers.

### Getting Industry Donors Involved



The **Pascal Society** is the annual giving society of the NFPA Education and Technology Foundation—a tax-exempt, charitable organization dedicated to meeting the workforce development needs of the U.S. fluid power industry.

Pascal Donors connect with students through NFPA programs that their donations support, including the Fast Track to Fluid Power Program, Industry Connection events at Power Partner Universities, and mentoring for the Fluid Power Vehicle Challenge (FPVC).

Pascal Donors also gain exclusive access to student resumes nationwide and participate in key FPVC events such as Midway Reviews and Final Competitions. Thanks to donor support, the FPVC has expanded to three final competition locations.

Please contact *Stephanie Scaccianoce* at [sscaccianoce@nfpa.com](mailto:sscaccianoce@nfpa.com) to learn more about becoming a Pascal Society Donor.



# Shaping the Future of the Industry



### Thomas Wanke Legacy Fund

Since making the announcement in 2022, and thanks to Tom's many friends, former students, and colleagues, total donations to the fund at the time of this writing, exceed \$30,000; qualifying the fund for the maximum matching gift of \$25,000 that was pledged by the NFPA – meaning that the fund now has more than \$55,000 to use in supporting fluid power education.

In its second year, three students received \$2,000 Tom Wanke Legacy Fund awards administered through the NFPA Education and Technology Foundation; Emily Bolin (Grace College), Evan Fender (Wright State University), and Riley Mack (Garden City Community College), to use toward their tuition expenses.

When selecting the awardees of the Tom Wanke Legacy Fund, the judges were looking for students who were:

- Passionate in their academics
- Active in extracurricular activities
- Dedicated to obtaining careers in the fluid power industry





## Connecting Local Schools and Industry

**NFPA's Fast Track to Fluid Power** is a workforce development pathway that partners local technical colleges with industry professionals and middle/high school teachers. These networks create awareness and interest in fluid power, and train students along a path that leads to careers in fluid power at NFPA member companies. The track touches three education levels in the community:

- First is the middle school level with a community-wide Fluid Power Action Challenge event. The Action Challenge serves as an introduction to fluid power and is a competition that tasks students to solve an engineering problem using fluid power.
- Second is the high school level by equipping local classrooms with fluid power training equipment, award grants for hands-on activities or supporting their use of pneumatics in robotics competitions.
- Third is the technical school level with a validated fluid power curriculum.

The local network of industry partners connecting with teachers, students, and other community members is essential. The Fast Track program would not be successful without local NFPA members getting students excited about fulfilling careers in fluid power and eventually recruiting and hiring them upon graduation.



*The partnership between the NFPA and Houston Community College is a remarkable initiative, showcasing a shared commitment to advancing education and workforce development in fluid power technology. Together, they are building a pipeline of talent that will drive innovation and growth."*

*- Patrick Strimppel, HR Manager, Employee Owned Holdings, Inc.*



To date, we have five established Fast Track communities. They are located at Waukesha County Technical College in Wisconsin, Triton College in Illinois, Macomb Community College in Michigan, Houston community College in Texas and Cuyahoga Community College in Ohio. Work is underway in launching more Fast Track communities around the United States where students and the industry will mutually benefit. Contact [workforce@nfpa.com](mailto:workforce@nfpa.com) to learn more about getting connected with these hubs.

## Creating Access and Opportunities with Intention

Through our **Fluid Power Connects** initiative, our goal is to connect underrepresented populations to educational opportunities and rewarding career pathways in the fluid power industry.

Currently, that means reaching out to middle and high schools in underserved areas and trying to connect them to our existing Fast Track Hubs. And it means working with multi-cultural and women-based engineering student organizations on the campuses of our Power Partner universities to help introduce their members to the fluid power education and job opportunities in the industry.

Simultaneously, we are working to engage community organizations and extend our programmatic and funding opportunities to align our interests in bringing hands-on fluid power related activities to the diverse student populations they serve.



The ninth annual **NFPA Fluid Power Vehicle Challenge** is underway, with 26 universities participating, including newcomers Colorado School of Mines, FAMU-FSU School of Engineering and the University of California Irvine. There are 24 companies involved as hosts, mentors, suppliers,

midway review judges, and networking mixer attendees. Thanks to the support of NFPA members, the Vehicle Challenge has expanded to three final competition locations: IMI plc in Rockford, Illinois on April 9-11, 2025, Danfoss Power Solutions in Ames, Iowa on April 23-25, 2025, and IFP Motion Solutions Inc. in Cedar Rapids, Iowa on April 30-May 2, 2025.

So far in the 2024-2025 academic year, NFPA has supported 18 **Fluid Power Clubs** across the country with more expected to join throughout the year. The program is designed to help university students learn about fluid power technology and get connected to NFPA members to learn about career opportunities in the industry. Across the 18 clubs, 250 engineering students are participating in the program.

## Engage with Local Students and Schools

NFPA's **Workforce Engagement Groups** expanded again this year to align with the growth of the Fast Track hubs. Joining Illinois, Michigan, and Wisconsin—we have added two additional groups in Ohio and Texas. The groups facilitated recruitment opportunities and youth outreach activities through virtual and in-person meetings at various educational institutions in the Fast Track hub regions. Activities included middle school **Action Challenge** events, talks with high school and college students to raise awareness of fluid power education and careers, facility tours, and input in shaping recruiting events.

Responding to the growing Power Partner program and demand for collaboration, we've also leveraged the University Workforce Engagement Group to produce a list of competencies that industry prefers for emerging engineers to learn in undergrad.

Stay tuned for more updates as we expand our programs and provide valuable, region-specific information on recruiting emerging talent. Contact the Workforce Team at [workforce@nfpa.com](mailto:workforce@nfpa.com) to get involved.

## Enhancing Fluid Power Education Through Power Partner Universities

The **Power Partner Program** highlights universities that actively engage in NFPA's fluid power educational initiatives. Current Power Partner Universities include Cleveland State University, Iowa State University, Milwaukee School of Engineering, Murray State University, Northern Illinois University, North Carolina Agricultural and Technical State University, and Purdue University. As our program expands, we aim to bring more universities on board as Power Partners, creating additional hubs for company visibility and recruitment opportunities.

To be considered a Power Partner, the university must:

- Participate in the Speaker's Bureau program
- Participate in the Fluid Power Vehicle Challenge
- Have a Fluid Power Club
- Host a student/industry connection event
- Teach the ten core fluid power competencies

This fall, NFPA has supported several speaker and recruitment opportunities on these university campuses with more plans to come in the spring. Through the **Speaker's Bureau** program, NFPA connects its member volunteers to schools for in-person or virtual classroom presentations. NFPA Educator Partners can request speakers with specific knowledge or in a particular part of the fluid power industry. They have told us that hearing from industry professionals impacts students as they consider various career paths.





*Improve your business and the industry. Getting more out of your NFPA membership is simple.*

# Meet Our Staff



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Manager



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Manager



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Workforce Program Manager



**ALLISON FORSYTHE**  
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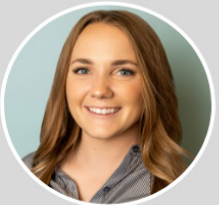
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